AMENDMENTS TO THE ABSTRACT

Please replace the originally filed Abstract with the following, marked-up version of the Abstract:

Video advertisement targeting based on local information accessible to the video receiver. This local information includes local state and user behavior characteristics that are relevant to the targeting of the video advertisements. A video receiver monitors and stores state and user behavior ~~characteristic~~ characteristics associated with the video receiver. In addition to the core content such as a television program or a Web page sought by the viewer, the video receiver receives a number of video advertisements as well as targeting instructions from the video stream. The video receiver processes these instructions to select a relevant video advertisement based on the locally stored characteristics. Then, the video receiver displays the selected video segment.